

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

**School: Management**  
**Course Number: MGMT315**  
**Course Name: Management Communications**  
**Credit Hours: 3**  
**Length of Course: 8 Weeks**  
**Prerequisite: None**

Please see the **Lessons** area in the classroom for additional course specific information

### Table of Contents

<a href="#">Course Description</a>	<a href="#">Course Scope</a>	<a href="#">Course Materials</a>
<a href="#">Course Objectives</a>	<a href="#">Course Outline</a>	<a href="#">Course Delivery Method</a>
<a href="#">Academic Services</a>	<a href="#">Policies</a>	<a href="#">Turnitin.com</a>

### Course Description (Catalog)

Effective communication is necessary at all levels of an organization, and executives are concerned that employees lack this skill set. The focus of this course is the exploration of theories and techniques utilized in achieving efficient external and internal communication processes and practices within and among businesses. Students will be encouraged to apply their analytical, creative and critical thinking skills in developing and presenting potential solutions to managerial problems.

### Course Scope

This course analyzes management communications and addresses solutions to management problems through effective business communication. One of the important aspects of this course is the application of the theory to practical communication issues. The course scope addresses development of business communication skills including letter, report, email, and resume writing and oral communication.

(Note to Students: The course materials, assignments, learning outcomes, and expectations in this upper level undergraduate course assume that the student has completed all lower level general education and career planning coursework necessary to develop research, writing, and critical thinking skills. Students who have not fulfilled all general education requirements through courses or awarded transfer credit should strongly consider completing these requirements prior to registering for this course.)

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## Course Materials

### Textbooks in APA format:

Locker, K. O., Kienzler, D.S. (2015). Business and administrative communication (11<sup>th</sup> ed.) New York, NY: McGraw Hill Publishing.

The VitalSource e-book is provided via the APUS Bookstore.

Please visit <http://apus.libguides.com/bookstore> for more information.

### Required Readings:

Budgeting basics and beyond [electronic resource] / Jae K. Shim, Joel G. Siegel, Allison I. Shim. ; Shim, Jae K. ; Hoboken, N.J. : ; Wiley, ; 2012.

30pp Sandhya, R., & Girija, P. P. (2011). Tata Tea's Jaago Re! Campaign: The Social-Cause Marketing Initiatives and Long-Term Branding Initiatives. *IUP Journal of Brand Management*, 8(2), 31-60.

14pp Fairy Liquid Case Study: Using Evocative Marketing Techniques to Boost Product Sales. (2011). *Datamonitor*, 1-14.

12pp Old El Paso Case Study: Addressing the Connectivity Trend with the Meal Kit Concept. (2010). *Datamonitor*, 1-12.

16pp Vaseline Case Study: Creating Stand Out Appeal in the Body Skincare Market, (2010). *Datamonitor*, 1-16.

### Additional Resources:

Additional course and assignment information is located in the Lessons area of the classroom.

### Websites

In addition to the required course texts the following public domain Websites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Website URL/Address
The OWL at Purdue	<a href="http://owl.english.purdue.edu/">http://owl.english.purdue.edu/</a>
APA Style Homepage	<a href="http://www.apastyle.org/index.aspx">http://www.apastyle.org/index.aspx</a>
Be A Leader Foundation	<a href="http://www.bealeaderfoundation.org/">http://www.bealeaderfoundation.org/</a>
Hackworth Foundation	<a href="http://www.hackworth.com/">http://www.hackworth.com/</a>
Accel Team	<a href="http://www.accel-team.com/scientific/index.html">http://www.accel-team.com/scientific/index.html</a>

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

### Course Objectives

After successfully completing this course, students will fulfill the following **Learning Objectives (L.O.)**:

1. Analyze marketing differences between cultures.
2. Evaluate visual data displays.
3. Create a resume to effectively communicate the appropriate message to a potential employer.
4. Develop a PowerPoint presentation informing stockholders and investors about the quarterly financial earnings/position for an organization.
5. Examine the affect that global communication has on business.
6. Compose a memo communicating instructions to personnel.

### Grade Distribution

Activity	Percentage of Course Grade
Forums	40%
Assignments	20%
Papers	40%

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

**Course Outline**

<u>Week</u>	<u>Topic</u>	<u>Learning Objectives</u>	<u>Assignments</u>
<b>1</b>	Succeeding in Business Communication  Adapting Your Message to Your Audience  Communicating Across Cultures	Analyze marketing differences between cultures.	<b>Text Readings:</b> Chapters 1, 2, 7  <b>Forum:</b> 1. Introductory Forum 2. Week 1 Forum  <b>Assignment:</b> See Assignment tab for details of Assignment #1
<b>2</b>	Communicating the budgeting process.	Compose a memo communicating instructions to personnel.	<b>Text Readings:</b> Read Chapters 17 and 18  <b>Additional Readings:</b> Chapters 1 and 2 in <i>Budgeting Basics and Beyond</i>  <b>Forum:</b> Week 2 Forum  <b>Paper #1:</b> See Assignment section of course for details
<b>3</b>	Planning, Composing and Revising; Designing Documents and Creating Visuals and Data Displays	Evaluate visual data displays	<b>Text Readings:</b> Read Chapters 5, 6 and 16  <b>Forum:</b> Week 3 Forum  <b>Assignment #2</b>

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

4	Creating a marketing campaign	Analyze marketing differences between cultures	<p><b>Readings:</b> Various journal articles. See Lessons as well as assignment for details</p> <p><b>Forum:</b> Week 4 Forum</p> <p><b>Paper #2:</b> See Assignment Section for details</p>
5	Creating a Resume	Create a resume to effectively communicate the appropriate message to a potential employer	<p><b>Text Readings:</b> Read Chapters 12, 13 and 14</p> <p><b>Forum:</b> Week 5 Forum</p> <p><b>Assignment #3</b></p>
6	Global Communications	Examine the affect that global communication has on business.	<p><b>Readings:</b> Various Journal Articles</p> <p><b>Forum:</b> Week 6 Forum</p> <p><b>Paper #3:</b> See Assignment section for Details</p>
7	Analyzing Information and writing a report	Develop a PowerPoint presentation informing stockholders and investors about the quarterly financial earnings/position for an organization.	<p><b>Text Readings:</b> Read Chapters 18</p> <p><b>Forum:</b> Week 7 Forum</p> <p><b>Assignment #4:</b> See Assignments section for details.</p>
8	Create a Report for Director	Develop a PowerPoint presentation informing stockholders and investors	<p><b>Paper:</b> See Assignments section</p>

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

		about the quarterly financial earnings/position for an organization.	
--	--	--	--

			for details.
--	--	--	--------------

### **Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

### **Policies**

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

### **Grading Scale**

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

### **Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### **Late Assignments**

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that "life happens" but it is important to adhere as closely to the deadlines in the class as possible.

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

### **Netiquette**

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

## **Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

**Request a Library Guide for your course (<http://apus.libguides.com/index.php>)**

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: [librarian@apus.edu](mailto:librarian@apus.edu).

### Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.